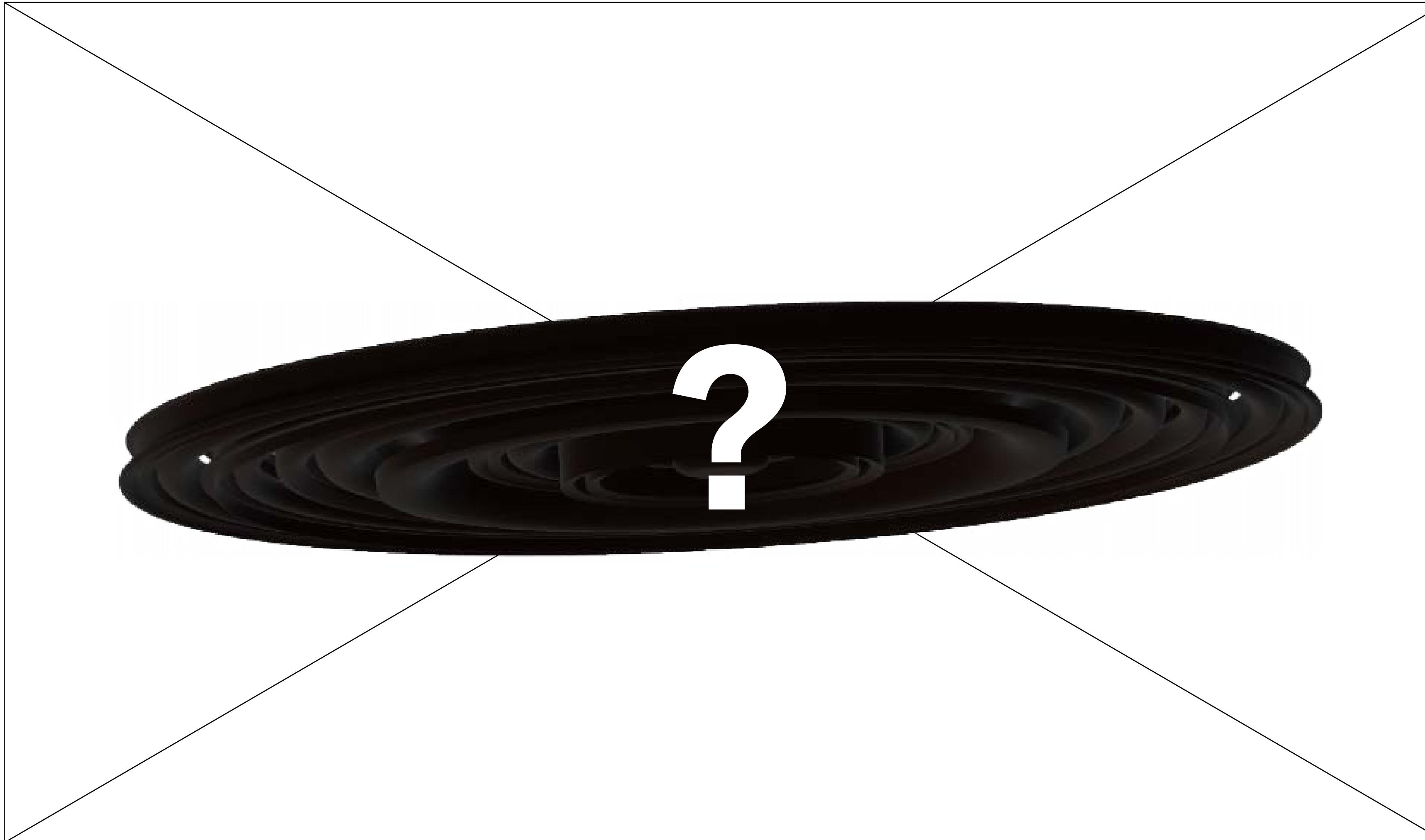


# Unit1-2 Methods of translating.-2

11/12

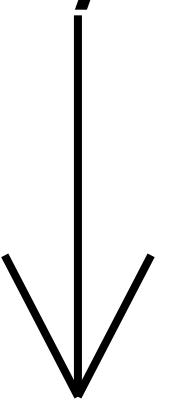
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2024 ARCHIVE

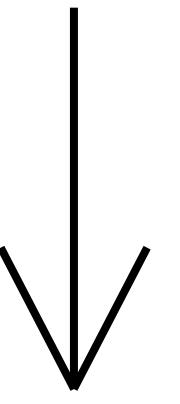


I focused on the first translation method and studied the medium of the Manual. In this translation method, I learned how to exclude information that hinders communication and retain useful information. During this process, new ideas also emerged.

Translated into Toy manual /



If it's manual, why does it have to be a Roller Coaster theme



Look back the characteristics of the Roller Coaster

*“The pursuit of excitement”*

*“Short but intense feelings of experience”*

*“Cycles”*

*“Highs and lows; ups and downs”*

*“The experience of emotion”*

*“Fearness and happiness”*

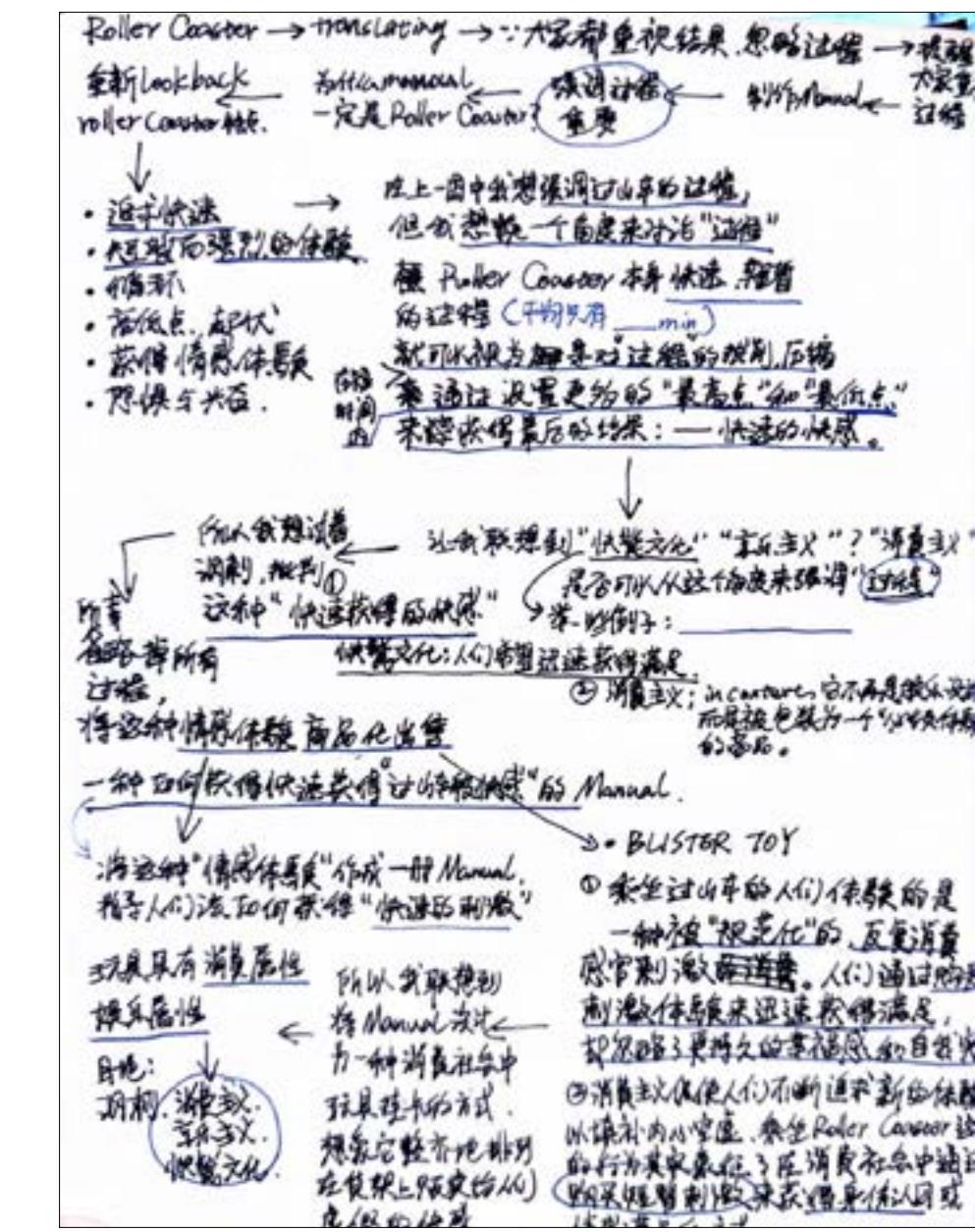
Last week I wanted to emphasize "The process" is important, try to think about process from a different perspective.



The roller coaster itself is fast and short, with an average ride time of only 1-3 minutes.

You get a lot of pleasure after playing.

In another perspective, Roller Coasters can be seen as the exploitation and compression of the "process", in a very short period of time, by setting more "high" and "low" to get the final result - a short pleasure.



It reminds me of fast food culture, consumerism, hedonism.



Try to think about the meaning of "process" from these perspectives.

People want to be satisfied quickly.

Through repeated play, Roller Coaster is packaged into a "must-experience" commodity.

I wanted to satirize this "quick & short pleasure," so I simply omitted all the process about Roller Coaster, and want to sold them as a Manual in the blister toy way.

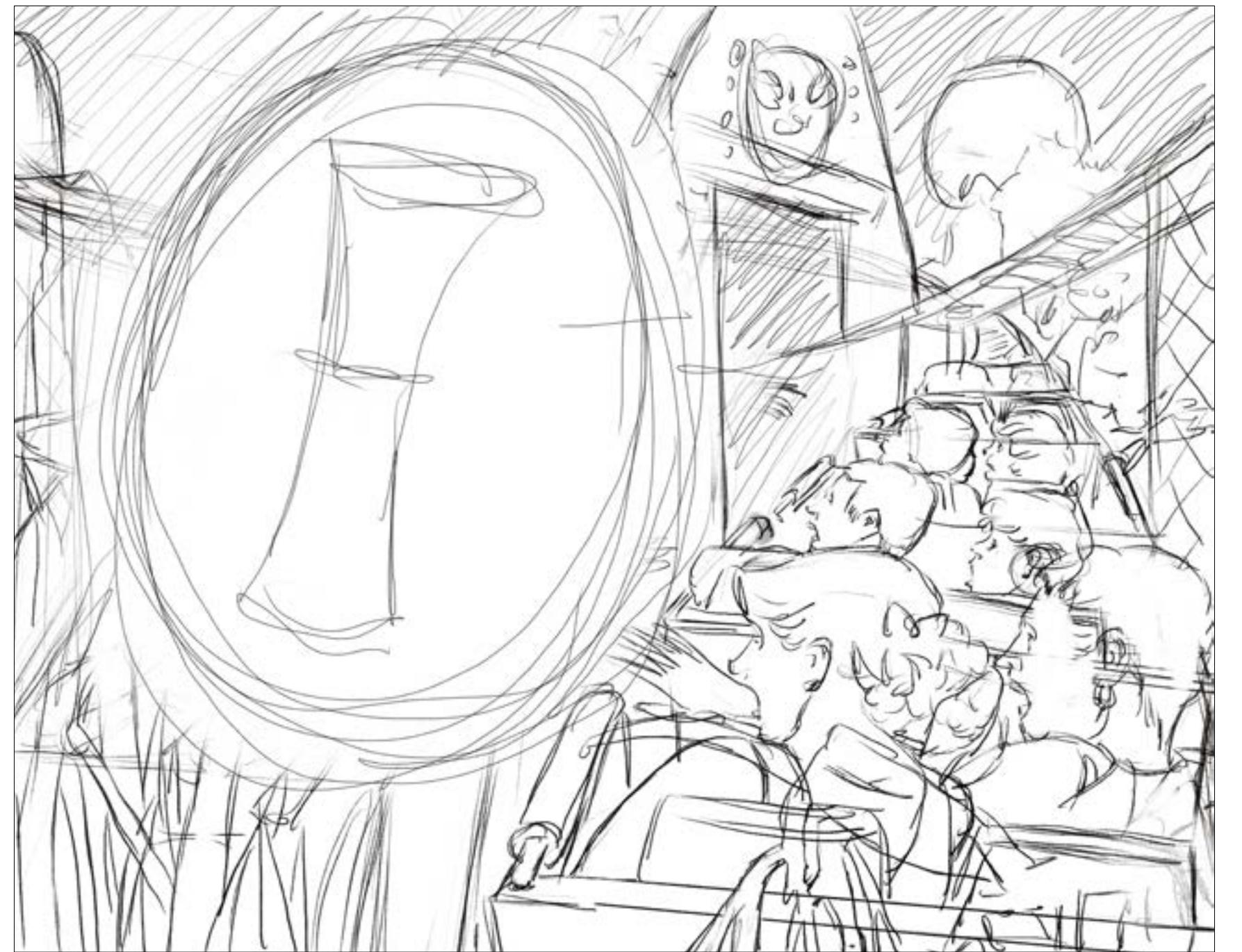
The manual is teach people how to skip the process, and get a short pleasure directy.

Blister Toy:



Riding a Roller Coaster is really about experiencing a kind of "standardized" & "repeatedly consumed" sensory thrill. People buy into that rush to get a quick hit of satisfaction. So I thought about designing the manual like a blister toy in a consumer society, imagining them lined up on shelves, selling people the packaged fake thrill.

I created this illustration using Procreate and designed the typography. The illustration depicts the terrified expressions of people riding the roller coaster when they see the Manual.



fc. Manual

fc. Manual



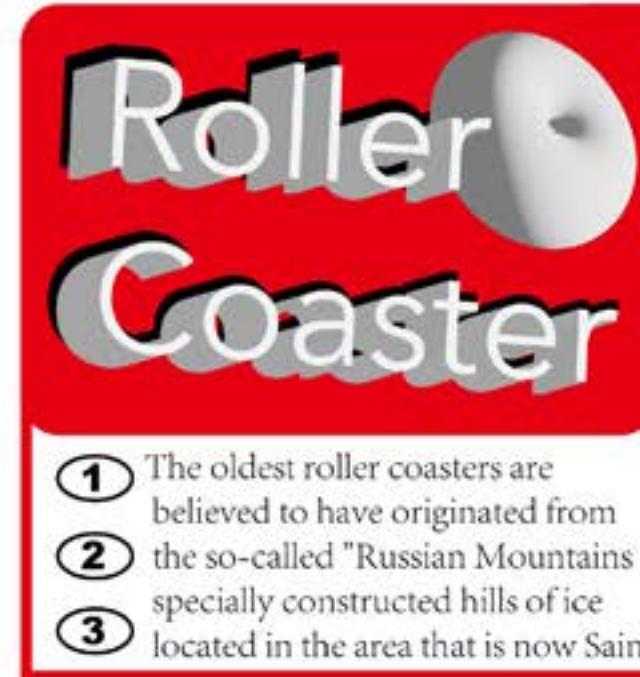
Finally, I designed both the front and back of the toy packaging and created some small promotional stickers to more vividly satirize, through the medium of the "roller coaster," the fast-food culture and consumerism that drive hedonism in modern society.



Front

Back

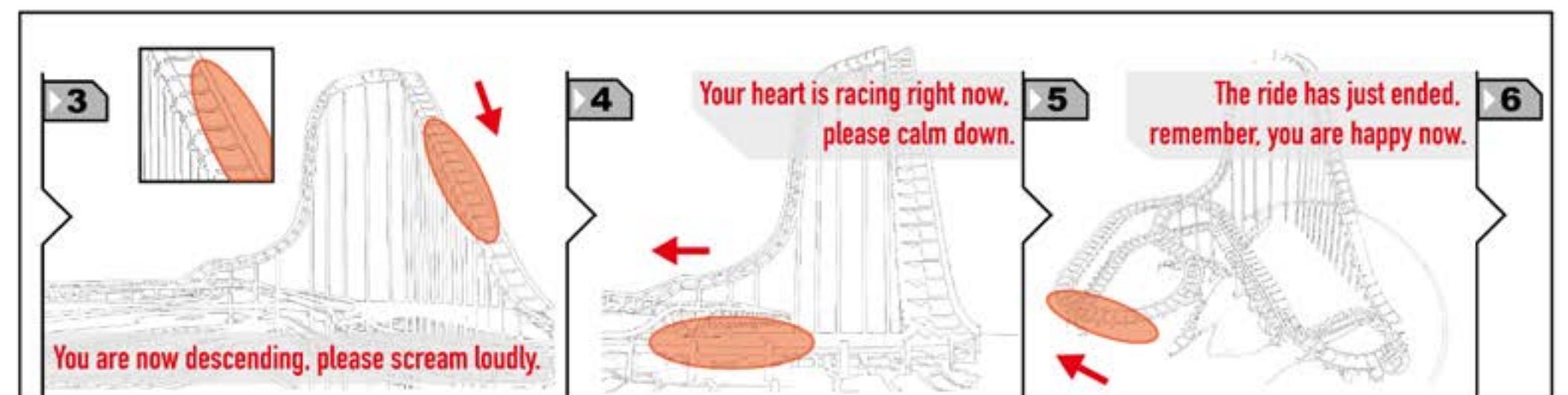
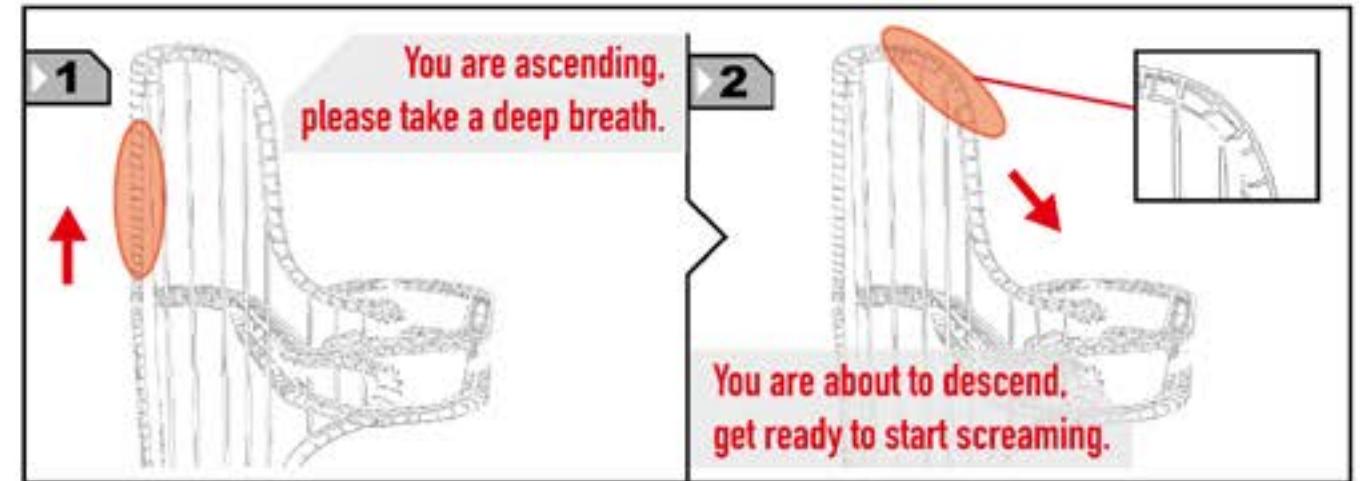
P15



**According to the manual,  
skip the process.**



① Scenic railways ② Popularity, decline, and revival ③ Safety mechanisms and technology ④ Safety mechanisms and technology ⑤ Scenic railways ⑥ Popularity, decline, and revival ⑦ Scenic Roller coaster design and statistics



Finally, I reexamined the structure of the Manual and replaced some useful information, making this series a cohesive whole. I am now preparing to bring it to life.